

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, AUGUST 17, 2006
7:30 PM

CALL TO ORDER AND ROLL CALL

Chairman Kelly called the meeting to order at 7:36 p.m.

Present: Commission Members: Autorino, Lindsey, Schmitz (arrived at 7:37 p.m.), Wetzork and Zuppan

Absent: Commission Members Dahlberg and Stieg

Vacancies: One

Staff: Dorene Soto and Rosemary Valeska

MINUTES

1. Minutes of the Regular Meeting of July 20, 2006

Motion (Kelly), seconded and unanimous (with abstention by Autorino) to continue the July 20 minutes to the September 21 meeting. Additional clarification regarding Commission Member concerns about the tenant mix had been requested for the Bridgeside Shopping Center item.

CONSENT CALENDAR

(None)

ORAL COMMUNICATIONS - PUBLIC

(No speaker slips were submitted.)

UNFINISHED BUSINESS

(None)

NEW BUSINESS

2. Introduction of Film Commission Chair, Dave Duffin and Update on Film Commission Activities

Ms. Soto introduced Film Commission Chair Dave Duffin. Mr. Duffin explained how the Film Commission is working to make Alameda "Film

Friendly.” Three subcommittees have been formed (Marketing, Locations and Internal Operations). Work plans for the subcommittees have been approved and include the development of a film commission website, building a database of film locations, building and maintaining photo files, public relations efforts directed at location scouts, and streamlining the permit process. The Film Commission held its first regular meeting in June and a special meeting in August. The next regular meeting will be held in September. Chairman Kelly thanked Mr. Duffin for his report. This item was presented for information only; no EDC action was requested.

3. Appointment of One EDC Member to the City of Alameda Task Force of the Alameda County Climate Protection Project

Chairman Kelly officially appointed Commission Member Autorino to represent the EDC on this City Task Force. Monthly oral report updates will be scheduled.

4. Nomination of Officers for 2006-07

Nominations for Chair:

- Commission Member Schmitz nominated Commission Member Wetzork.
- Commission Member Lindsey nominated Chairman Kelly.

Nominations for Vice Chair:

- Commission Member Wetzork nominated Commission Member Zuppan. (No further nominations for Vice Chair were submitted.)

Motion (Wetzork), seconded and unanimous that the nominations be closed. The election for Chair will be scheduled for the September 21 Regular Meeting.

REPORTS

5. Oral Report: Commission Member Wetzork – Chair of the Economic Development Strategic Plan Update Subcommittee

Commission Member Wetzork reported on last week’s subcommittee meeting. The purpose of the meeting was to review the consultant’s draft for the community wide survey. The subcommittee had recommended several changes and has not yet approved the draft. The survey will be a supplement to the open meetings that have already been held regarding the EDSP update. Commission Member Wetzork also expressed concern that a Council Member running for Mayor made comments at the August 1 City Council Meeting regarding the need to update the EDSP, when he has known that the EDC has been working on this for several months. Report accepted.

6. Oral Report: Commission Member Schmitz – EDC representative to the Multi-Modal Transportation Task Force

Commission Member Schmitz reported that the City has hired a consultant to evaluate the work of the Task Force and City staff and come up with recommendations. Report accepted.

7. Oral Report: Commission Member Wetzork – EDC representative to the Pedestrian Task Force

Commission Member Wetzork stated that there had been no subcommittee meetings and had nothing new to report.

WRITTEN COMMUNICATIONS (5 minutes)

8. Redevelopment – Building Better Communities – July 2006

(Ms. Valeska stated that this issue would be forwarded to the Commission Members once it becomes available on line.)

ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Ms. Soto reported on the following items:
 - Distributed copies of the August 14 Recreation and Parks Quarterly Report to the Commission Members.
 - Marina Village has announced new tenants:
 - International Parking Design – 9,000 square feet
 - Moisen Investment Co. – 4,000 square feet
 - Bioneer (a Korea-based biotech firm) – 22,000 square feet
 - Voxify (developer of automated customer service representatives) – 24,000 square feet
 - The Marina Village vacancy rate is down from 30% to 22%.
 - Zephyr Ventilation is building its new corporate headquarters and a distribution center at Harbor Bay. This facility will be approximately 37,000 square feet.
 - Staff is following up with the Bridgeside developer to schedule an update presentation to the EDC.
 - The extension of the Exclusive Negotiating Agreement for the Ballena project was approved by the City Council on August 15.
 - The Planning Board approved the 626 Buena Vista Avenue affordable housing project on August 14.

- Alameda Towne Centre items:
 - The EIR is being finalized.
 - New leases have been signed with a formal announcement from Harsch to follow.
- The Paul's Newsstand Rededication Ceremony was held today at Noon. It was a good example of a community-based effort.
- The dedication ceremony for the Town Clock donated by Frank and Debbie George is scheduled for Wednesday, August 30 at 5:30 p.m.
- The City Council has asked staff to look at "Big Box" retail. Staff is meeting to work on a strategy plan. A task force will be formed to include EDC representation. The EDSP update survey may be delayed in order to add big box questions.
- Commission Member Wetzork stated that the term "Big Box" needs to be defined.
- Commission Member Wetzork commented on the Recreation & Parks Quarterly Report:
 - Commended the work being done on the Long Term Field Maintenance Plan.
 - Commended the progress towards full scale operations at the Alameda Point Gym.
- Commission Member Wetzork announced that Friends of the Parks was offering a reward for information leading to the arrest and conviction of the person(s) responsible for the fire at the Krusi Park play area.
- Commission Member Lindsey passed around copies of the latest issue of *The Penny Saver* with an ad for a "Tobacco Superstore" opening at Marina Village, and asked if this was permissible. Ms. Soto stated that the City had no jurisdiction to prohibit this type of store from opening at Marina Village.
- Ms. Soto stated that she would be providing the Commission Members with an update regarding Proposition 90, which will be on the State ballot this November. If this proposition passes, it will have a serious impact on local jurisdictions' use of eminent domain.
- Chairman Kelly questioned the EDC being tasked with the Big Box study, stating that we already have studies on this – Linda Congleton's and others - and that he doesn't understand what the EDC needs to review. Commission Member Wetzork summarized

findings from the Citywide Retail Policy: 1) we don't need a Wal-Mart or Costco; 2) new businesses should complement and supplement, not replace, existing businesses; and 3) acknowledgment of the off-island traffic that would be generated from new retail. Chairman Kelly stated that past studies have specifically defined "Big Box" in terms of square footage, amount of inventory, etc. He stated that he did not want to see City staff and the various commissions bogged down with extra work when the information is already there. Chairman Kelly added that the EDC would do what Council asked; however, he was curious as to what type of review is still required on this issue. Commission Member Schmitz expressed concern that this could become a "back door" look at what has already been done, i.e., Target.

- Commission Member Zuppan asked about Council Member Stieg's previously-stated concerns regarding parking in-lieu fees and other issues regarding Webster. Ms. Soto stated that meetings have been scheduled with the parking study consultant and the memberships of PSBA and WABA. The data should be ready the end of the year. We will be looking at all parking issues.
- Chairman Kelly stated that this would have been Commission Member Stieg's last EDC meeting, as her term officially expires on August 31. At the Chair's direction, Commission Member Stieg will be invited to attend the EDC's September 21 meeting for official recognition. Ms. Soto stated that a letter of appreciation will be prepared for the Commission Members to sign.

ADJOURNMENT

The meeting was unanimously adjourned at 8:45 p.m.

Respectfully submitted,

Dorene E. Soto
Manager, Business Development Division

DES:rv